

Rep Order# 9808841 Ver# 3 Status Revised  
EC'd No

Traffic Order#

Printed: 08/30/2012 4:05 PM  
Last Received: 08/30/2012 4:00 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DSCC IE  
Estimate# 1703  
Buyer Meredith Kaufman  
Phone#  
Fax#

53519  
Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1703  
Flight Dates 08/29/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-DATES CHANGED TO 9/5-9/10. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F,M	430A-5A	GOOD MORNING CINCY @ 430A V3 Days Changed, Effective Dates Changed	:30	\$150.00	09/05-09/10	1	1	1	\$150.00	
	*2	W-F,M	530A-6A	GOOD MORNING CINCY V3 Days Changed, Effective Dates Changed	:30	\$1,000.00	09/05-09/10	1	1	1	\$1,000.00	
	*3	W-F,M	6A-630A	GOOD MORNING CINCY V3 Days Changed, Effective Dates Changed	:30	\$1,100.00	09/05-09/10	1	1	1	\$1,100.00	
	*4	W-F,M	630A-7A	GOOD MORNING CINCY V3 Days Changed, Effective Dates Changed	:30	\$1,100.00	09/05-09/10	1	1	1	\$1,100.00	
	*5	W-F,M	7A-730A	THE EARLY SHOW V3 Days Changed, Effective Dates Changed	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	*6	W-F,M	730A-8A	THE EARLY SHOW V3 Days Changed, Effective Dates Changed	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	*7	W-F,M	8A-830A	THE EARLY SHOW V3 Days Changed, Effective Dates Changed	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	*8	W-F,M	830A-9A	THE EARLY SHOW V3 Days Changed, Effective Dates Changed	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*11	W-F,M	10A-11A	ANDERSON	:30	\$550.00	09/05-09/10	2	1	2	\$1,100.00	
				V3 Days Changed, Effective Dates Changed								
	*12	W-F,M	12P-1230P	12 NEWS AT NOON	:30	\$1,800.00	09/05-09/10	2	1	2	\$3,600.00	
				V3 Days Changed, Effective Dates Changed								
	*13	W-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$950.00	09/05-09/10	2	1	2	\$1,900.00	
				V3 Days Changed, Effective Dates Changed								
	*14	W-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$700.00	09/05-09/10	2	1	2	\$1,400.00	
				V3 Days Changed, Effective Dates Changed								
	*15	W-F,M	4P-430P	12 NEWS FIRST	:30	\$1,600.00	09/05-09/10	1	1	1	\$1,600.00	
				V3 Days Changed, Effective Dates Changed								
	*16	W-F,M	430P-5P	12 NEWS FIRST	:30	\$1,600.00	09/05-09/10	1	1	1	\$1,600.00	
				V3 Days Changed, Effective Dates Changed								
	*17	W-F,M	5P-530P	12 LOCAL NEWS	:30	\$1,800.00	09/05-09/10	1	1	1	\$1,800.00	
				V3 Days Changed, Effective Dates Changed								
	*18	W-F,M	530P-6P	12 LOCAL NEWS	:30	\$1,900.00	09/05-09/10	1	1	1	\$1,900.00	
				V3 Days Changed, Effective Dates Changed								
	*19	W-F,M	6P-630P	12 NEWS AT 6P	:30	\$2,000.00	09/05-09/10	2	1	2	\$4,000.00	
				V3 Days Changed, Effective Dates Changed								
	*22	W-F,M	7P-730P	INSIDE EDITION	:30	\$1,600.00	09/05-09/10	2	1	2	\$3,200.00	
				V3 Days Changed, Effective Dates Changed								
	*23	W-F,M	727P-8P	ENT. TONITE	:30	\$1,600.00	09/05-09/10	1	1	1	\$1,600.00	
				V3 Days Changed, Effective Dates Changed								

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*25	W-F,M	11P-1135P	12 NEWS AT 11P	:30	\$2,200.00	09/05-09/10	2	1	2	\$4,400.00	
		V3 Days Changed, Effective Dates Changed										

---REPORT TOTALS---

Report Totals: 27 / \$34,250.00

---SALES MONTHLY TOTALS---

Sep 12: 36 / \$43,350.00

Sales Totals: 36 / \$43,350.00

Station Totals: 36 / \$43,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,914	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	27%
		WKRC	33%	WLWT	24%	WSTR	2%	WXIX	9%		

Books null

Demos RA35+

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$150.00	09/04-09/10	1 P1	1	1	\$150.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY	:30	\$1,000.00	09/04-09/10	1 P1	1	1	\$1,000.00	
	3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$1,100.00	09/04-09/10	1 P1	1	1	\$1,100.00	
	4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$1,100.00	09/04-09/10	1 P1	1	1	\$1,100.00	
	5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$700.00	09/04-09/10	1 P1	1	1	\$700.00	
	6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$700.00	09/04-09/10	1	1	1	\$700.00	
	7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$700.00	09/04-09/10	1	1	1	\$700.00	
	8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$700.00	09/04-09/10	1	1	1	\$700.00	
	9	SA	730A-8A	12 NEWS SATURDAY	:30	\$650.00	09/08-09/08	1 P1	1	1	\$650.00	
	10	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$1,600.00	09/09-09/09	1 P1	1	1	\$1,600.00	
	11	TU-F,M	10A-11A	ANDERSON	:30	\$550.00	09/04-09/10	2 P1	1	2	\$1,100.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$1,800.00	09/04-09/10	2 P1	1	2	\$3,600.00	
	13	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$950.00	09/04-09/10	2 P1	1	2	\$1,900.00	
	14	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$700.00	09/04-09/10	2 P2	1	2	\$1,400.00	
	15	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$1,600.00	09/04-09/10	1 P1	1	1	\$1,600.00	
	16	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$1,600.00	09/04-09/10	1 I	1	1	\$1,600.00	
	17	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$1,800.00	09/04-09/10	1 P1	1	1	\$1,800.00	
	18	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$1,900.00	09/04-09/10	1 P1	1	1	\$1,900.00	
	19	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$2,000.00	09/04-09/10	2 P1	1	2	\$4,000.00	
	20	SA	6P-630P	12 NEWS	:30	\$850.00	09/08-09/08	1 P2	1	1	\$850.00	
	21	SU	630P-7P	LOCAL 12 NEWS	:30	\$1,000.00	09/09-09/09	1 P2	1	1	\$1,000.00	
	22	TU-F,M	7P-730P	INSIDE EDITION	:30	\$1,600.00	09/04-09/10	2 P2	1	2	\$3,200.00	
	23	TU-F,M	727P-8P	ENT. TONITE	:30	\$1,600.00	09/04-09/10	1 P2	1	1	\$1,600.00	
	24	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$800.00	09/08-09/08	1 P2	1	1	\$800.00	
	25	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$2,200.00	09/04-09/10	2 P2	1	2	\$4,400.00	
	26	SA	11P-1135P	12 NEWS @ 11P	:30	\$2,200.00	09/08-09/08	1 I	1	1	\$2,200.00	
	27	SA	1135P-1205A	TWO & A HALF MEN	:30	\$750.00	09/08-09/08	1 P2	1	1	\$750.00	

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	28	SA	1205A-105A	CRIMINAL MINDS	:30	\$500.00	09/08-09/08	1 P1	1	1	\$500.00	
	29	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$750.00	09/09-09/09	1 P2	1	1	\$750.00	

---REPORT TOTALS---

Report Totals: 36 / \$43,350.00

---SALES MONTHLY TOTALS---

Sep 12: 36 / \$43,350.00  
Sales Totals: 36 / \$43,350.00  
Station Totals: 36 / \$43,350.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,914	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 27%
		WKRC 33%	WLWT 24%	WSTR 2%	WXIX 9%	

Books null  
Demos RA35+

# Spot Manager: All, 08/28/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Democratic Senate Campaign Committee												
Agency: Great American Media												
Station: WKRC-TV												
Order: 53519												
<b>Line: 1</b>												
09/10/12	Monday		:30	\$150.00		430-5a News	4:30 XM-5:00 XM	DSCC IE	1703	P-1	1	MWASH-
											1	
<b>Line: 2</b>												
09/06/12	Thursday		:30	\$1,000.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 ADSCC IE		1703	P-1	1	MWASH-
											1	
<b>Line: 3</b>												
09/05/12	Wednesday		:30	\$1,100.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 ADSCC IE		1703	P-1	1	MWASH-
											1	
<b>Line: 4</b>												
09/10/12	Monday		:30	\$1,100.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 ADSCC IE		1703	P-1	1	MWASH-
											1	
<b>Line: 5</b>												
09/07/12	Friday		:30	\$700.00		CBS This Morning	(7:00:00 AM-7:30:00 ADSCC IE		1703	P-1	1	MWASH-
											1	
<b>Line: 6</b>												
09/05/12	Wednesday		:30	\$700.00		CBS This Morning	(7:30:00 AM-8:00:00 ADSCC IE		1703	P-1	1	MWASH-
											1	
<b>Line: 7</b>												
09/10/12	Monday		:30	\$700.00		CBS This Morning	(8:00:00 AM-8:30:00 ADSCC IE		1703	P-1	1	MWASH-
											1	
<b>Line: 8</b>												
09/10/12	Monday		:30	\$700.00		CBS This Morning	(8:30:00 AM-9:00:00 ADSCC IE		1703	P-1	1	MWASH-
											1	
<b>Line: 9</b>												
09/08/12	Saturday		:30	\$650.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 ADSCC IE		1703	P-1	1	MWASH-
											1	
<b>Line: 10</b>												
09/09/12	Sunday		:30	\$1,600.00		CBS Sun Morning	(10:00:00 AM-10:30:00 DSCC IE		1703	P-1	1	MWASH-
											1	
<b>Line: 11</b>												
09/06/12	Thursday		:30	\$550.00		M-F 10a-11a	10:00 AM-11:00 AM	DSCC IE	1703	P-1	1	MWASH-
09/10/12	Monday		:30	\$550.00		M-F 10a-11a	10:00 AM-11:00 AM	DSCC IE	1703	P-1	2	MWASH-
											2	
<b>Line: 12</b>												
09/06/12	Thursday		:30	\$1,800.00		Local 12 News at Noon	12:00 PM-12:30 PM	DSCC IE	1703	P-1	1	MWASH-
09/07/12	Friday		:30	\$1,800.00		Local 12 News at Noon	12:00 PM-12:30 PM	DSCC IE	1703	P-1	2	MWASH-
											2	

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 08/28/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Democratic Senate Campaign Committee												
Agency: Great American Media												
Station: WKRC-TV												
Order: 53519												
<b>Line: 13</b>												
09/06/12	Thursday		:30	\$950.00		Bold & the Beautiful	1:30 PM-2:00 PM	DSCC IE	1703	P-1	2	MWASH-
09/07/12	Friday		:30	\$950.00		Bold & the Beautiful	1:30 PM-2:00 PM	DSCC IE	1703	P-1	1	MWASH-
											2	
<b>Line: 14</b>												
09/06/12	Thursday		:30	\$700.00		Let's Make a Deal	3:00 PM-4:00 PM	DSCC IE	1703	P-2	1	MWASH-
09/10/12	Monday		:30	\$700.00		Let's Make a Deal	3:00 PM-4:00 PM	DSCC IE	1703	P-2	2	MWASH-
											2	
<b>Line: 15</b>												
09/06/12	Thursday		:30	\$1,600.00		4p Local 12 News at Fo	4:00:00 PM-4:30:00 PM	DSCC IE	1703	P-1	1	MWASH-
											1	
<b>Line: 16</b>												
09/07/12	Friday		:30	\$1,600.00		4p Local 12 News at Fo	4:30:00 PM-5:00:00 PM	DSCC IE	1703	P-1	1	MWASH-
											1	
<b>Line: 17</b>												
09/10/12	Monday		:30	\$1,800.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 PM	DSCC IE	1703	P-1	1	MWASH-
											1	
<b>Line: 18</b>												
09/10/12	Monday		:30	\$1,900.00		5p Local 12 News at Fiv	5:30:00 PM-6:00:00 PM	DSCC IE	1703	P-1	1	MWASH-
											1	
<b>Line: 19</b>												
09/05/12	Wednesday		:30	\$2,000.00		6p Local 12 News at Six	6:00 PM-6:30 PM	DSCC IE	1703	P-1	2	MWASH-
09/10/12	Monday		:30	\$2,000.00		6p Local 12 News at Six	6:00 PM-6:30 PM	DSCC IE	1703	P-1	1	MWASH-
											2	
<b>Line: 20</b>												
09/08/12	Saturday		:30	\$850.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	DSCC IE	1703	P-2	1	MWASH-
											1	
<b>Line: 21</b>												
09/09/12	Sunday		:30	\$1,000.00		630p Local 12 News Su	6:30 PM-7:00 PM	DSCC IE	1703	P-2	1	MWASH-
											1	
<b>Line: 22</b>												
09/05/12	Wednesday		:30	\$1,600.00		M-F 7p-730p	7:00 PM-7:30 PM	DSCC IE	1703	P-2	1	MWASH-
09/10/12	Monday		:30	\$1,600.00		M-F 7p-730p	7:00 PM-7:30 PM	DSCC IE	1703	P-2	2	MWASH-
											2	
<b>Line: 23</b>												
09/10/12	Monday		:30	\$1,600.00		M-F 730p-8p	7:27 PM-8:00 PM	DSCC IE	1703	P-2	1	MWASH-
											1	
<b>Line: 24</b>												
09/08/12	Saturday		:30	\$800.00		Sa Prime Access Rotat	6:57 PM-7:57 PM	DSCC IE	1703	P-2	1	MWASH-

[Filtered by: ] [Sorted by: Station]



# Spot Manager: All, 08/28/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Democratic Senate Campaign Committee

Agency: Great American Media

Station: WKRC-TV

Order: 53519

Line: 24

				\$800.00							1	
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Line: 25

09/05/12	Wednesday		:30	\$2,200.00		11p M-F Local 12 News 11:00 PM-11:35 PM	DSCC IE	1703	P-2		1	MWASH
09/10/12	Monday		:30	\$2,200.00		11p M-F Local 12 News 11:00 PM-11:35 PM	DSCC IE	1703	P-2		2	MWASH

				\$4,400.00							2	
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Line: 26

09/08/12	Saturday		:30	\$2,200.00		11p M-Su Local 12 New 11:00 PM-11:35 PM	DSCC IE	1703	P-2		1	MWASH
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				\$2,200.00							1	
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Line: 27

09/08/12	Saturday		:30	\$750.00		Sat Late Fringe Rotator 11:35 PM-12:05 XM	DSCC IE	1703	P-2		1	MWASH
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				\$750.00							1	
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Line: 28

09/08/12	Saturday		:30	\$500.00		Sat 1205a-105a 12:05 XM-1:05 XM	DSCC IE	1703	P-1		1	MWASH
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				\$500.00							1	
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Line: 29

09/09/12	Sunday		:30	\$750.00		Sun 1135p-1205a 11:35 PM-12:05 XM	DSCC IE	1703	P-2		1	MWASH
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				\$750.00							1	
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				\$43,350.00							36	
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				\$43,350.00							36	
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				\$43,350.00							36	
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				\$43,350.00							36	
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				\$43,350.00							36	
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[Filtered by: ] [Sorted by: Station]